

Faculty of Management

Faculty of Management has been established with a vision to emerge as one of the best B school having global recognition as a leading player in the field of management education. Our purpose is to train the students in a way that they can build strong organizations and can hold key positions in Industry.

Faculty of Management is well equipped with state of the art infrastructure, Learned Faculty members and a strong brand name build in a short span of time. Faculty of Management is proud of its highly competent, committed well-experienced and qualified faculty recruited through strict quality procedures and with rich experience of working in renowned Educational Institutes, Universities and Industry.

Faculty of Management being a part of a very prestigious group enjoys special preference of Indian recruiters on account of its excellent and strong brand image. Students are trained according to requirement of Corporate World. Professional skills of students are also nurtured by continuous series of Guest Lectures from leaders and experts from corporate world. At Faculty of Management we groom our students by conducting workshops, seminars, conferences and mock interviews in order to boost their confidence so that they can face the real challenges in their professional careers.

Areas of Research

Faculty of Management is actively engaged in research. Faculty members and students of Faculty of Management are actively pursuing research in following areas-

Economics

Managerial Economics, Economics of Industrial & Urban Pollution, Economic Environment of Business, Industrial Economics, Economics of Industrial and Urban Pollution, Applied Econometrics

Financial Management

Corporate Finance, Capital Markets, Financial Engineering, Security Analysis & Portfolio Management, Mergers & Acquisitions, Accounting

Human Resource Management

Organizational Behavior (OB), Strategic Human Resource Management (SHRM), Entrepreneurial Management, Leadership, Performance and Knowledge Management

Inter-disciplinary Research

Interdisciplinary research spanning conventional research domains such as Marketing, Operations Management, Organizational Behavior, Strategy, e.g. Behavioral Operations Management, Judgment and Decision Making, and Service Management

International Business

Management of International Business & WTO, New Business Models in the Digital Economy, WTO and Global Political Economy

Marketing Management

Event and Relationship Marketing, Marketing Strategy, Marketing Research, Sales and Distribution Management, Services Marketing

Operations Management

Production Planning, Warehouse and Retail Facility Design, Manufacturing Strategy, Decision Sciences, Quality Engineering and Management, Supply Chain Management, Project Management, Discrete Optimization

Strategic Management

Leadership, Network Competition, Strategic Transformation, Aviation Management, Industrial Competitiveness, Growth Strategies

General Management

Scope of Master of Business Administration(MBA)

An MBA degree from a good Institution opens up global career opportunities. The changing business scenario seeks new young, dynamic business executives with new mindset, who will be performing in the leading edge of change. An enterprising and knowledgeable executive can aspire and reach the top in the management ladder to become CEO or President with hefty pay package, perks and privileges. The TopMBA.com report reveals 100% growth in demand for MBAs in India and strong demand growth in other parts of Asia where salaries have traditionally been low but are set to catch up with the rest of the world. Now Asian employers are also offering salaries which compare directly with their Western counterparts. In India, retail, banking, consultancy, finance, FMCG, consumer durables, IT and micro-finance sectors are also witnessing significant MBA hiring.



Scope of Bachelor of Business Administration (BBA)

BBA degree open multiple job opportunities in both the government as well as private sector. There are number of Job opportunities for Business Administration Graduates in various sectors like retail ,banking, consultancy, finance, FMCG, consumer durables, IT etc.

Scope of Bachelor's of Commerce (B.Com.)

Commerce being the life and blood of any Economy. It has also thrown open multiple job opportunities in both the government as well as private sector. Precisely, India will be requiring about 10 lakh commerce graduates in the next few years. There are number of Job opportunities for Commerce Graduates in various sectors like retail , banking, consultancy, finance, FMCG, consumer durables, IT etc.

Activities performed in the last Year

1. Dr.S.K.Singla from Guru Nanak Institute of Management and Technology, Phagwara gave guest lecture on “Research Methodology for Management Students”.
2. Our Management students “Conqueror’s Club” organized Student Paper Presentation Contest which was a great success.
3. Students were taken to The Indian Express, Chandigarh and Coca Cola Beverages Ltd, Ludhiana for industrial visit.



Future plans of MBA Department

1. Would organize National Seminar on ‘Emerging Paradigms in Management’
2. Would organize Faculty Development Programme on topic “Teaching Effectiveness”
3. Live Projects for MBA students.
4. Would organize Workshop on “Stress Management”.

Students Achievements -

Gurinder Singh and Chranjeet Singh of MBA 2012 batch was in college Hockey team and won University Championship.

Our Past Recruiters



Case Study Session



Guest Lecture by Mr. Jagdeep Singh on "Uses of IT in Management"



Campus Placement Drive conducted by "HDFC Life"